FLORIDA POLYTECHNIC UNIVERSITY

Beyond Pop-Up Presentations

*Slides are adapted from Dale Carnegie's High Impact Presentations Workshop and other supplemental material.

Goals of This Week

(Objectives)

- Communicate with enhanced credibility
- Present a positive image of yourself and/or your organization (team)
- Project enthusiasm
- Communicate competency with confidence
- Reinforce an informative message with supporting evidence

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Presentation Principles

Minimizing Fear

- Know the role and reason for the presentation
- Get to know the audience - do research - or arrive early and meet them personally
- Have the beginning and ending well-rehearsed
- Establish and maintain eye contact with members of the audience - make the presentation a “conversation” instead of a lecture

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Presentation Principles

Fundamentals

- Know your material so well, you feel you own it.
- Have a positive feeling about the subject you are about to present.
- Project to your audience the value and significance of your message.

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Presentation Principles

Guidelines (1)

- Make brief notes of the interesting things you want to mention
- Unless absolutely necessary (legal reasons, etc.) don’t write out your entire talk.
- Never memorize a speech word-for-word.
- Use evidence to substantiate your points.
- Know far more about your subject that you can use.

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Presentation Principles

Guidelines (2)

- Use visual aids when appropriate
- Control “butterflies” with:
  - A few deep breaths
  - Pep talks
  - Physical activity
- Don’t imitate others, be yourself

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Presentation Principles

Building Rapport

- Consider yourself honored by being asked to address the audience and say so!
- Give your listeners sincere appreciation
- Play yourself down, not up!
- Say “we” not “you.”
- Have a good time delivering your talk.
- Don’t apologize.
- Welcome criticism instead of resenting it.

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Presentation Principles

Know the Audience

- **Expertise**: The skill level of the audience is also important because it can guide which topics to cover and which topics to skip.
- **Experience**: This consideration is not only how much experience the audience has, but also at what level and in what environment.
- **BIAS**: If we can identify the biases of the audience we can ascertain where they are starting from and any pitfalls we will need to avoid.
- **Needs**: In order to send the listers home with a sense of satisfaction it is wise to address their needs.
- **Goals**: Determine the goals of our audience and keep them in mind as we plan our presentation.

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Presentation Principles

What is the Purpose? (1)

- **Inform:** A logical purpose for communicating is to present information for the enlightenment of our listeners. This format focuses on clarity and understanding. It defines the “here’s what it is” or “here’s how you do it.”
- **Convince or Impress:** A speaker often has the job of convincing or impressing others of the importance of something. People need to be impressed with the validity, value, or importance of a position before they will ever be convinced to change their opinions or ideas about it.

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Presentation Principles

What is the Purpose? (2)

- **Persuade or Inspire to Action:** Once convinced that something is true or it has value, listeners may be persuaded to take a specific action. Convincing usually precedes persuading. As a leader, it's important to be effective in motivating or inspiring others to take action.
- **Entertain:** In one sense, every presentation should entertain. For the audience to be in a favorable frame of mind and open to being convinced, enlightened, or motivated, they need to be entertained. Entertainment is not necessarily based on humor, although that can be a big part of it. In the broadest sense, to entertain an audience is to make them glad they were there and glad that we were the presenters.

Presentation Principles

What is the Message?

It hardly seems necessary to address the importance of having a message, but sometimes presentations have no message or at least no easily discovered message. They are either scheduled to fill time or there are so many messages woven into the presentation that it is impossible to identify anything significant. ***Know what the message is and keep it in mind throughout the preparation so that the presentation stays on track with a central theme.***

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Presentation Principles

The Basic Structure

- **Opening:** Favorably attract immediate interest from the audience.
- **Message:** Clearly state the message or theme.
- **Evidence:** Establish credibility and inspire respect and confidence by using convincing evidence.
- **Closing:** Leave the audience with a favorable, memorable impression of you and your organization.

Presentation Principles

Types of Openings (1)

- **Captivating Statement**
  - **Analogy "I remember first learning how to drive a car. I thought it was going to be very simple, but discovered how complicated it is. Learning to master the skills of driving a car is very similar to launching our strategic initiative of …."**
  - **Startle "Look around the room. One in three of you will likely be out of business this time next year if you don't change two simple things you are doing right now."**
  - **Good News "Yesterday we closed out the books for the past fiscal year. Great news! We hit all our financial targets. Everyone in this room is getting a bonus!"**

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Presentation Principles

Types of Openings (2)

- **Question**
  - **<u>Gain Information</u> "Let's take a quick poll. How many of us have been involved with our "Service with a Smile" training program so far this year?"**
  - **<u>Get Participation</u> "In a moment, each one of us will use one word or phrase to describe our reaction to our subject today. For example, my word is *exciting*."**
  - **<u>Create Agreement</u> "If there were a way that you could increase your billable time while, at the same time, increase your client retention, you would probably want to know about it, right?"**

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Presentation Principles

Types of Openings (3)

- **Incident**
  - **Personal Experience "My wife and I were driving home through a bad storm late at night. Suddenly, a car coming from the other direction lost control and veered into the grass median. It was swerving, bouncing, and curving right toward us! We barely missed each other, but there was a severe collision right behind us. I felt numb and lucky to be alive. But my wife took action. We backed up to the accident and she immediately went to help. Other cars were slamming on brakes and steering around the wreckage. She was a hero. The lesson I learned relates to why we are together today."**
- **Third Party "Just last week, I went into the office of our Chief Financial Officer, and he had a big smile on his face. I asked him what in the world could make him so happy, and he began to tell me this story."**
- **Historical "In 49 B.C. Julius Caesar was approaching Rome with the Roman legion and stopped at the Rubicon river, the point of no return. Advancing across the river would create inevitable civil conflict. Caesar reportedly said, 'The die is cast,' and marched forward to ultimately become the undisputed master of the Roman Empire. We are facing a similar turning point …"**

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Presentation Principles

Types of Openings (4)

- **Compliment**
  - **Listeners "You probably don't realize the value that you create for people and organizations. You manage craftsmen who actually create value with their hands, their tools, and their skills. There is an art to your business that is disappearing. I hope you take pride in what you do, and the impact you create."**
  - **Organizational "Most people in this room are probably unaware that our organization was the first in the world to …"**
  - **Individual "I know that one person in this room has earned your great respect. Four years ago, she showed fortitude and vision in creating and launching a tremendously successful new product line. We are all enjoying the benefits of her determination. One thing you might not know about her is …"**

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Presentation Principles

The Message

Once the opening has captured the attention of the audience, it is necessary to establish the theme or message of the presentation. As in a fine symphony where the composer reveals the theme and then proceeds to create variations on it, the speaker presents the message and then proceeds to develop it with facts, information, and evidence. The opening is designed to get the attention of the audience.

The message statement focuses attention on the subject. It can be a statement of intent, such as: “We are now going to examine the pros and cons of the new budget process.” It can be a question such as: “What are the steps necessary to achieve ISO 9001 Certification by December 15 of next year?” Sometimes the message statement is presented as a proposal of logic such as, “If … is true, then … is also true, and … is the natural result.” The message statement guides the development of the presentation and keeps it from straying away from the purpose or objective.

Presentation Principles

Evidence

- **Using evidence is an essential part of an effective presentation. Questions often in the minds of audience members, even if seldom asked, are “Why should I listen to you?” “Why should I believe you?” “Who, besides you, says this?” When we need to convince others of our views, one of our primary tools is the use of evidence.**
- **Types of Evidence Include:**
  - **Demonstrations, Examples, Facts, Exhibits, Analogies, Testimonials, or Statistics**

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Presentation Principles

Types of Closings (1)

- **Convince or Impress**
  - **Repeat Major Benefit "So, make these two simple changes and you can be thriving in business, two years from now, ten years, twenty years. First …"**
  - **Use a Quotation "It isn't what you have, or who you are, or where you are, or what you are doing that makes you happy or unhappy. It is what you think about." - Dale Carnegie**

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Presentation Principles

Types of Closings (2)

- **Inform**
  - **<u>Repeat Key Points</u> “Finally, remember the three most important words in real estate: location, location, location."**
  - **<u>Recap Steps</u> “Let’s remember to follow these simple steps to assure consistency and save time for everyone. Step one is …”**

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Presentation Principles

Types of Closings (3)

- **Persuade**
  - **<u>Action and Benefit</u> “Contact a customer today and ask why they like doing business with us, and you will create champions who will help increase your sales.”**
  - **<u>Final Recommendation</u> “In conclusion, we recommend the third option discussed, which will have the greatest impact on our customers.”**

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Presentation Principles

Types of Closings (4)

- **Inspire**
  - **Throw Down a Challenge "Let's cross this Rubicon together. We can do this. We should do this … for the sake of the colleagues who will follow in our footsteps."**
  - **Appeal to Nobler Motives "Let's create a greener planet for our children and grandchildren."**

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In-Class Activities

This Week (1)

- Remainder of today (Monday) we will develop a loose script (Keywords) for a 90 second presentation where you will tell us about your project as well as your **specific contributions.**
- The structure of your speech will be as discussed today:
  - **Opening:** Favorably attract immediate interest from the audience.
  - **Message:** Clearly state the message or theme.
  - **Evidence:** Establish credibility and inspire respect and confidence by using convincing evidence.
  - **Closing:** Leave the audience with a favorable, memorable impression of you and your organization.

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In-Class Activities

This Week (2)

- As time permits today (Monday) you can rehearse with a buddy.
- On Wednesday and Friday we will present your 90 second script to the class with your buddy recording it on your phone.
  - The speech should be between 85 and 95 seconds long. No more, no less.
  - Attendance is required every day this week.
- The goal is to move beyond previous pop-up presentation and talk about specific details of your project and your contribution.
  - Imagine this as a piece of what you might say during a job interview where you are trying to convince the interviewer that you did something technical on your project.
- There will be an individual written assignment posted later that will require you to compare and contrast all 3 of your presentation recordings.

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